

# ***The Generational Imperative***

**with Chuck Underwood**



# Generational Strategy

## **Human Resources**

**Recruitment**

**Retention**

**Personnel Management**

**Maximize fulfillment &  
productivity**

**Enhance cooperativeness**

# Generational Strategy

## Marketplace

**Research**

**Product/Service/Event  
Development**

**Marketing, Advertising, PR**

**Selling**

**Customer Service**

# **The Generations Dynamic**

- 1. Formative Years Mold Core Values.**
- 2. Five Living Generations.**
- 3. Values & Attitudes Guide Decisions.**

# America's Generations

<b>G. I.'s</b>	<b>1901 - 1926</b>	<b>80 +</b>
<b>Silents</b>	<b>1927 - 1945</b>	<b>61 to 79</b>
<b>Boomers</b>	<b>1946 - 1964</b>	<b>42 to 60</b>
<b>Gen X</b>	<b>1965 - 1981</b>	<b>25 to 41</b>
<b>Millennials</b>	<b>1982 - present</b>	<b>0 to 24</b>

# Millennials

**Born:** 1982 - Present

**Current Age:** 0 to 24

**# Born:** 80,000,000 +

**Formative Years:** '80s to 10's

# Millennials

Millennials Rising (Strauss/Howe)

**Optimistic And Enthusiastic**

**Respectful Of Authority**

**Focused On Education**

**Close Relationship With Parents**

# Millennials

**Coca Cola TV spot**



# **Millennials**

**Grade Pressure**

**Time Pressure**

**Constant Adult Presence**

# **Millennials**

**Team Players**

**Community-Active**

**Declining Teen Social  
Pathology**

# GenX

Independent, Self-Reliant

**Media Isolation**

**Latchkey Kids**

**Disruption Of Family Unit**

# **BOOMERS**

**BEATLES ON ED SULLIVAN  
SHOW**

# GenX

Independent, Self-Reliant

**Media Isolation**

**Latchkey Kids**

**Disruption Of Family Unit**

# Millennials

**“We”  
Generation  
n**

# Millennials

***The September 11<sup>th</sup>  
Generation***

# Millennials

***“Today’s teens are helping others in record numbers.”***



# Millennials

## High School Community Service

**1984: 900,000 H.S.  
Students**

**2003: 6,200,000 H.S.  
Students**

# Millennials

**Cause Marketing To  
Millennials**

# Millennials

**American Apparel print ad**

# Millennials

**Macy's print ad**

# Millennials

## Spirituality Rising

***“Young people want to know something bigger than themselves.”***

**Marcus Robinson, College Senior**  
***TIME***

# Millennials

## Problems

**Drug Use: Down, But Not Out**

**Sex Bombardment By Many  
Media**

**Adult-World Ethical Failures**

# Millennials

***“Many teen girls are drinking  
as much as boys.”***

# Millennials

**SEX-BASED  
MEDIA BOMBARDMENT**



# Millennials

***“Teen books: heavy themes... from binge drinking***

# Millennials

**Over - parenting?**

# Millennials

**Anxiety... panic attacks...  
substance abuse... eating  
disorders... self-injury**

# Millennials

***“Girls are on a tear.”***

***“Boys are falling***

# Millennials

**Nurtured.  
Feel Like A Generation.**

# Millennials

***DO NOT CALL US***  
***Generation Y***  
***Echo Boomers***

***“Those names are upsetting and  
why nobody I know wants to  
use them.”***

**Leslie Milner**  
***Millennials Rising***

# Millennials

**U. S. ARMY TV spot**

# Millennials

**THE DEEP-IN-DEBT  
GENERATION**



# Millennials

## “Extended Adolescence”

- 1. College Debt**
- 2. Credit Card Debt**
- 3. Uncertain Job Market**
- 4. *What's the hurry?***

# Millennials

**Delaying**  
**marriage... parenthood...**  
**career...**

# Millennials

**Pro - labor ?**

**Pro - union ?**

**Anti - CEO ?**

# Millennials

**EXECUTIVE CORRUPTION**

# Millennials



RADIO PSA TOBACCO.wma

***“That sucks.”***

# The Generations Dynamic

1. Understand **formative years.**
2. Understand **core values.**
3. Accurate **messaging.**

# Contact Chuck:

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